

SOUTHERN MAINE LIBRARY DISTRICT
Goals and Objectives 2004 - 2005

“The purpose of the Maine Regional Library System is to promote improved service for the constituents of member libraries.”

Goal I. Increase public awareness, use, and support of Maine libraries

- A) Recommend revisions to Mainelibraries.com
- B) Publish articles about libraries in magazines & house organs
 - 1. Send news releases about library gardens to [Downeast Magazine](#) & [AAA's](#) magazine
 - 2. Send news releases about Talking Books and Mainelibraries.com to Senior Citizens newsletter and AARP's magazine
 - 3. Send news release about increasing use of audiobooks via Maine News Direct
 - 4. Send news release about valued library service to [Choice](#) the newsletter of the Maine Center for Economic Policies
- C) Develop information resources for member libraries addressing tax reform and funding issues.
- D) Promote the value and services of libraries
 - 1. Continue the “Library of the Month” program on the SMLD website
 - 2. Loan “Maine Libraries” campaign materials to SMLD libraries
 - 3. Publish and coordinate the use of a Maine libraries garden calendar
- E) Support Maine Libraries Week January 9 – 15, 2005
 - 1. Assist at the Hall of Flags exhibit January 13, 2005
 - 2. Assist with statewide publicity about Maine Libraries Week
- F) Provide exhibits to promote library services to the general public and to libraries
 - 1. Prepare exhibits for the Neighborhood Conference (12/8/04), Elders Day 5/05) and Blueberries & Moose children's event (5/05)
 - 2. Prepare exhibits about member libraries for SMLD Council Meetings

Goal II. Facilitate professional development

- A) Develop a program about crisis management and alternate sources of funding for member libraries in December 2004
- B) Conduct a web development workshop in 2005
- C) Conduct a workshop to assist public libraries with the MSL Annual Report & statistical data in winter 2005
- D) Conduct continuing education sessions for trustees
 - 1. Core value/history of libraries at the annual Forum in spring 2005
 - 2. Recruiting trustees via ATM in winter 2005
- E) Conduct a program about information literacy in May 2005
- F) Conduct orientation program for new staff of Regional Library System members
- G) Educate member libraries about how to cultivate media relations

(cont)

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Goal III. Encourage resource sharing and regional cooperation

- A) Coordinate a meeting on school & public library cooperation
- B) Share ideas at meetings of public library directors, children's librarians, school librarians and staff of other types of libraries (Council Meetings and PASCAL)
- C) Plan children's library services in cooperation with the other districts and professional organizations

Goal IV. Foster literacy

- A) Encourage increased participation in Summer Reading Celebrations
- B) Provide ideas and handouts/templates for end users at a council meeting on information literacy
- C) Provide workshops on storytimes and emergent literacy

Goal V. Improve communication among libraries, library organizations, and other groups

- A) Provide guidance for development of adult new readers collections
- B) Educate inactive SMLD libraries individually and at area meetings about regional library resources [examples: Mainelibraries.com, state directories and ME INFO-L]
- C) Encourage member libraries to establish ongoing relations with school and town administrations
- D) Publish at least two SMLD newsletters annually in print and on the SMLD website
- E) Update the SMLD website monthly

Goal VI. Foster improved library service

- A) Participate in development and implementation of statewide library awards program.
- B) Promote implementation of the Maine Library Association's standards
- C) Promote use of the Maine Library Trustee Association Handbook
- D) Assist in developing standards for Maine Regional Library System membership
- E) Advocate for the adoption of school library standards

end